

# Profile

with proven know-how to co-  
ordinate business requirements, res-

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- PERSONA CREATION/JOURNEY MAPPING
- INFORMATION ARCHITECTURE
- USER RESEARCH/STRATEGY
- USABILITY PROTOCOLS/BLUEPRINT
- USER FLOWS
- A/B CARD SORT

## Open University, Unit

### Program Highlights:

- Interaction design, Us

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Portfolio Samples

## SuperGood

Role - Concept Design.

A concept design for a smoothie landing page. The background features several colorful smoothies in jars with lids. In the top left corner, there is a white icon of a smoothie cup with a straw and a letter 'S' on it. The main title 'Welcome to Super' is displayed in large, bold, white letters across the center. Below the title, a subtitle reads 'Your number one nutrient-dense superpower' followed by 'fuel your life with healthy, wholesome'. A central input field for an email address is present, with a 'Sign up' button to its right. At the bottom, two blue buttons labeled 'Loose Weight' and 'Add Muscle' are shown, each with a corresponding descriptive text block below it.

### Loose Weight

Our smoothie is very healthy and promotes weightloss in an organic manner.

### Add Muscle

Our wholesome brand gives you the necessary proteins and nutrients that promotes muscle growth.

The scope of the project was to raise awareness for a nutritional brand and also collect email addresses from users interested in their products, all within a landing page.

In this design, I used warm colors like orange to evoke energy, happiness and vitality, which aligns with the brand's message. The color palette complements the design to exude calmness. The layout, typography, background image, and overall design choices all work together to effectively communicate the brand's values and message to customers.

MG Dashboard

MG Analytical Dashboard

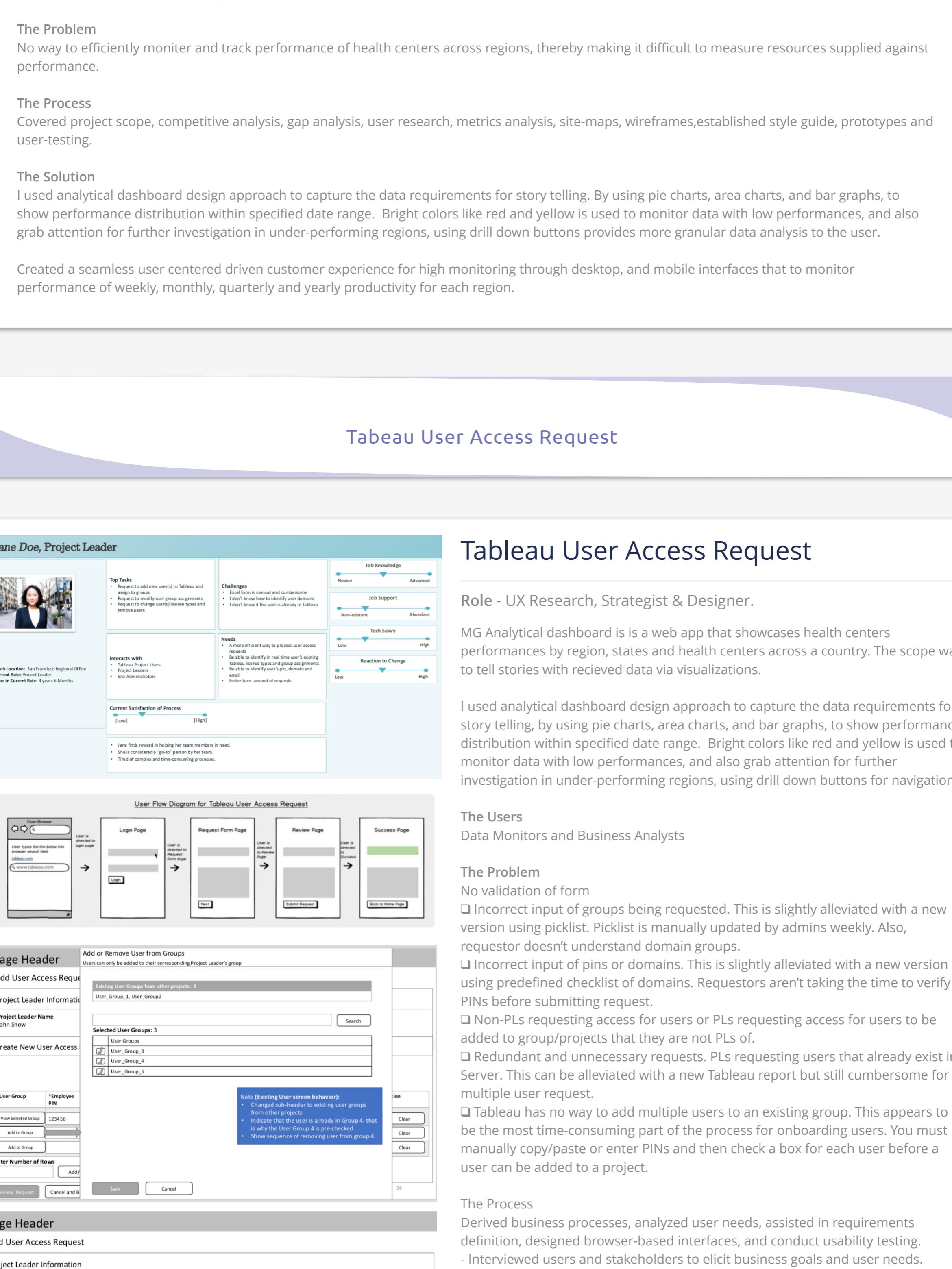
A graph illustrating three bell-shaped curves on a coordinate plane. The x-axis is labeled with values 0, 1, and 2. The y-axis has a label 'y'. A red curve peaks at x=2. A yellow curve peaks at x=1. A green curve peaks at x=0. All curves start near zero at x=0, reach a maximum, and then decline towards zero as x increases.

## Overview

### MG Analytical data centers across a c

## Scope

The scope was to tel



Project Leader Name John Snow	Project Leader's Email John.snow@email.gov	
Create New User Access Request or Add Existing User to Group Form	Note: • 3 <sup>rd</sup> Row behavior will be for adding New User and behavior will be similar to Row 1 for Creating New User	- Created Personas and Scenarios of Use/Journey Maps - Created wireframes and screen prototypes.

Group	Employee PIN	Employee Email	Employee Name	Employee Domain	License Type	Server Training Taken	Employee Type/Status	Object Author Comment	Action					
Selected Group	123456	Value	John Doe	Explorer	v	Value	No	v	NEW					
Selected Group	654321	Value	Jon Doe	Viewer	v	Value	Yes	v	EXISTING USER					
did to Group				--	v	Value	--	v	--					
Number of Rows														
					<button>Add/Duplicate Rows</button>									
New Request														
<button>Cancel and Back to Home Page</button>														

Redundancy is eliminated

- Work flow became automated
- Quality and consistency of data is improved due to automatic lookup of access requests on the server
- Validation of data reduced time to fill out and complete process requests
- Target users had a central repository to view requests

## Prototype Sample

e - UX & UI Designer.

PROOF  ABOUT  OUR SOLUTION  INDUSTRY SERVED  ASSESSMENT-TO-GO  SIGN IN  SIGN UP 

A close-up photograph of a woman with dark, curly hair. She is looking directly at the camera with a thoughtful expression. The background is a soft, out-of-focus light color.

A close-up photograph of a woman with dark curly hair, wearing a denim jacket over a white shirt. She is smiling and holding a smartphone up to her ear with her left hand. The background is blurred, showing what appears to be an office or study environment.

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The scope of this project was to come up with a Proof of Concept for online presence for a company, showcasing the list of services offered by the company, and make the content delivery available to the customers. The requirement was to come up with a minimalistic design.

**Design Process**  
Facilitated stakeholder brainstorming session and presentation, covered scope, research, competitive analysis, content inventory, metrics analysis prototypes and Web accessibility.  
Translated concepts into user interface design specifications for web portal and mobile portal.  
Designed high-impact, customer-centered pages that conveyed the company's brand, value proposition and industry-leading functionality.

The redesigned pages optimized the overall experience and behavior of customer interaction with pages. High retention of customers, increased lead gen and customer conversion increased awareness of company's branding, services and products.